

KOIN TV, Oregon's largest CBS television affiliate, has a long and proud history of providing vital services to the communities that make up our television market.

Our news teams are up with people in our local area every weekday morning beginning at 5am, with the very latest important news and information to help them understand what's happened overnight and begin to prepare them for the day ahead. Our 2-hours of daily local early morning news (5am-7am) is primarily local content, including local weather forecasts and local traffic reports occurring approximately every 10-minutes.

The content of our mid-day noon (12-12:30pm) weekday newscasts is also about 85% local.

At 5pm, we begin 90-minutes of predominately local news programming, and people who contact the station commend us for our thoughtful and impactful to the point content and clear and easy to understand presentation. These newscasts (5-5:30pm and 6-7pm) are presented Monday-Sunday.

In addition, seven nights a week, we produce a 35-minute predominantly local newscast (11-11:35pm).

Over the course of any given week, KOIN airs 30 regularly scheduled local newscasts, with about 85% local news content, because as our market research continues to show, that's what people here are most interested in watching. Our 4.5 hours of regularly scheduled local news a day, Monday-Friday, accounts for about 25% of our daily programming schedule 5am-midnight.

In addition, our commitment to provide people here with important local news and information includes breaking into other non-news programming anytime we determine that there is reason to make local residents aware of a situation. We also run lower third screen information for events such as major road closures and severe weather situations and warnings.

Our website, KOIN.com is used primarily as a news and information resource, with limited advertising opportunities offered to third parties. In a typical month, KOIN.com receives approximately 2 million page views--virtually all for local news or local weather information. We have recently completed a significant upgrade of the news website to make it easier to navigate and easier to gain information. Use of the website is offered without asking people to register, something people here have told us is important to them. The website also provides important "community calendar" information, and local input is solicited for these calendar events.

Our news personnel are assigned specific beats or areas of primary responsibility, and are expected to develop contacts and sources so that they are better prepared to verify information before airing it. Among these beat areas: local schools and education issues, local government business and conduct, local political issues, local environmental and land and water use issues, local law enforcement and public safety.

Each quarter, KOIN TV produces and airs at least one program of significant local community importance and interest in one of four subject areas: health, safety, education or community lifestyle. The topics are chosen in collaboration with representatives of the community, the programs are produced by our local news and production personnel and are usually hosted on air by our primary news anchors. These programs typically air 7pm-11pm, pre-empting our

regularly scheduled access or prime time programs. These programs usually receive a second "encore" scheduled airing in a weekend daytime or early evening time period.

We also produce and air political debates or community forums on important races and issues, a 4-hour locally produced telethon for the state's largest Humane Society, and live coverage of the 100-year old Rose Festival Grand Floral Parade, again using our local news and production personnel. Candidates for local offices and citizens involved in local and state referendums tell us how important this community service is and how much they look forward to being able to participate, using the power of KOIN's reach to get their messages out to people.

KOIN staff produces and the station airs a weekly high school "scholar bowl" program 26 weeks each year.

Our commitment to our regular and special local news and issue programming is reflected in part by the \$7.2 million budget commitment we've made to these two station areas alone.

In emergency situations, we use whatever station resources are necessary to make sure people in our coverage area have the very best and latest important information. Our crews worked around the clock--12 hours on, 12 hours off--earlier this year during a local snow and ice emergency. We had the very latest weather, reports about road closures and alternative routes and travel options, school and local business closures, information about people needing food or medical attention. We even used our air to organize teams of "shovelers" to remove ice-crusted snow from steps, sidewalks and driveways of people who were virtually tapped in their homes.

We have provided critical information during forest fires that threatened or burned through local communities and aired essential evacuation and other emergency information.

We air amber alerts, and Oregon has a 100% success rate, to date, recovering it's amber alert victims.

Our news helicopter has assisted local law enforcement and emergency personnel in numerous searches and rescues, in addition to helping provide exception news coverage.

The station has created the market's largest media-sponsored community initiative--KOIN 6 Family Connection, which is designed to identify solutions to problems facing area families involving issues such as health, safety, education or community fulfillment. We have brought together the station, four significant community business partners, and local community service providers and non-profit agencies--all committed to looking for answers and communicating them to local residents. The station runs an aggressive on-air schedule to promote awareness for these issues, and information about efforts, events, programs, etc., designed to help solve these significant community situations. KOIN's local commitment in terms of airtime, is valued at close to \$400,000 a year. The KOIN 6 Family Connection community initiative has been commended by local residents, non-profits and community service agencies and their supporters, and has received a number of prestigious awards.

These are but a few of many examples of how KOIN TV is providing important important services to people in the many communities that make up our market area.

Thank you for the opportunity to submit this information.

Sincerely,
David B. Lippoff
KOIN News 6 Vice President & General Manager